

November 5, 2009

TO: Members of the MAG Population Technical Advisory Committee

FROM: George Pettit, Gilbert, Chair

SUBJECT: ADDENDUM TO THE NOVEMBER 10, 2009, POPULATION TECHNICAL ADVISORY COMMITTEE AGENDA

This is an addendum to the November 10, 2009, Population Technical Advisory Committee agenda to provide an update on the status of the Local Update of Census Addresses Feedback Materials and Appeals Process.

Please contact the MAG office if you have questions about the addendum to the agenda.

#### ITEM TO BE HEARD

7. Census 2010 Local Update of Census Addresses (LUCA) Feedback Materials and Appeals Process

7. For information and discussion.

The LUCA program is a critical part of Census 2010 activities because it uses local expertise to improve the accuracy and completeness of the address list used for mailing Census 2010 questionnaires. MAG member agencies completed the initial phase of the LUCA program in 2008.

The purpose of LUCA feedback is to provide local governments with detailed feedback materials that document which local address additions and updates the Census Bureau did or did not accept, along with the list of addresses that have been deleted from the original Master Address File during address canvassing. Member agencies that wish to dispute the Census Bureau's determinations must file their appeal within 30 calendar days of receiving their materials.

MAG staff have signed the Title 13 confidentiality agreement and can review the LUCA feedback materials. Upon initial review, MAG staff found a

number of housing units that were rejected by the Census Bureau. This is cause for concern.

On average, every person counted in Arizona equals about \$1,550 per year in funding, or about \$3,875 per household per year. A complete and accurate LUCA list can help prevent a revenue loss of nearly \$40,000 over ten years for every housing unit not counted in Census 2010.

POPTAC members will be requested to provide the date of receipt of their LUCA feedback materials and discuss their plan of action. MAG staff is available to assist member agencies with their LUCA feedback and appeal. An update will be provided.

MAG staff will be available after POPTAC to meet individually with member agencies to discuss their feedback. Please call Steve Gross at (602) 254-6300 to schedule meeting times.